

# THE ROYAL STANDARD

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MAY 22 1922

MAY  
Issue  
1922

Published by the Royal Typewriter Company, Inc., of New York, the 15th of every month—with the sole object of bringing "the boys" into a little closer touch with the Home Office and each other.

MAY  
Issue  
1922

Volume 7

MAY, 1922

Number 5

## APRIL BLUE BANNER WINNERS

Fourteen Blue Banners! Fourteen men sitting on a chest of \$1,000!

Twenty-four men in the Red Banner Class! Only twenty-four men so far to compete for the \$500!

Thirty-one men who did not make the grade.

Who qualified for the Blue Banners the first month? We won't give you the names, but we will give you a very good description.

One was a new manager, in a difficult territory, a man who evidently said to himself: "This Royal Organization looks like an opportunity for me. The obstacles which were my predecessor's difficulties are my stepping stones to success. I want a Blue Banner!" And he did get one.

Who is another Blue Banner man?

Another one is a comparatively new man in the typewriter business. He is old enough to be a grand-daddy, but unfortunately, is not one. A man with all the pep of twenty-four, and the judgment of forty-four. A man of energy, self-confidence and determination. A man who undoubtedly told himself when this contest was announced: "Sure, I am a quota winner." And he is!

And then there is an old-timer, a champion, who has been running his branch office so long that he can't remember who his competitors were. A born typewriter man. A big money-getter, a man with a personal average of over sixty typewriters a month for the last four months. A man who is in the habit of winning; and who is such a "successful" salesman that he canvasses all day long. He is not afraid to work, and would not hesitate to pit his ability against all-comers.

Who are some of the others? We won't tell you, but you can take it for granted there is not a flunker in the bunch. There is not a man of them who did not start out to get his Banner. Two of the offices in this group were ones that we least expected. We are going to name them. They are South Bend and Peoria.

Who are some of the offices that did not make a creditable showing? They are going to tell you themselves, when the final account is in. We are not going to speak for them.

Now, if you want to get into this 100 per cent. quota winning class, do it in May. There are two months more to qualify—May and June. But do not leave everything until the eleventh hour and expect to be among the winners.

If you are one of the twenty-four with a Red Banner, it is not much of a fight up into the Blue Banner class. You are pretty near there anyway.

If you are in the Yellow Banner class and want to stay there, all right. You probably will.

If you don't want to stay there, you probably won't!

H. J. CLOSSON, Sales Manager.



After all, the stenographer  
uses the typewriter—she ought  
to know something about it!

AND her employer is coming to realize more and more the value of her opinion of different typewriters.

The manufacturers of the new and finest Royal—the Light-Running, Quiet-Running model—are very glad to admit that the stenographer has already been instrumental in having a large number of them installed.

This typewriter was designed to do two definite things, both of which were bound to benefit the stenographer. Its marvelous touch lightens her work and its quietness eliminates the usual distracting clatter of typing.

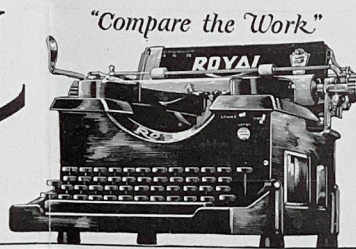
We believe your employer will appreciate a suggestion that the new Royal be given a demonstration in your office. It would evidence a genuine interest on your part in your work. And the new Royal will enable you to do finer, cleaner work and more of it with no extra effort.

Our fifty-six page book, "The Evolution of the Typewriter", beautifully illustrated in color, will be mailed free on request. Address Department "C".

ROYAL TYPEWRITER COMPANY, INC.  
364-366 Broadway, New York  
Branches and Agencies the World Over

ROYAL

LIGHT-RUNNING  
QUIET-RUNNING



This advertisement to appear in the following magazines:

Schedule  
Cosmopolitan  
Red Book

Issue  
July issue  
June issue

Date  
Appearance  
June 10  
May 23

## SALES STANDING

### Sutton's Central Division in the Lead

The Central Division with Assistant Sales Manager H. P. Sutton at the helm, came into the lead in the Sales Standing for the month of April. This is convincing proof that Mr. Sutton's initials stand for "horse-power."

The leading office in this division was South Bend, Mr. L. S. Wilson, Manager. Our compliments to Mr. Wilson, on jumping from twelfth place in March to the lead in April.

### Hinck of Jacksonville Wins Second Leg.

J. H. Hinck, Manager of the Jacksonville branch, won his second leg on the cup in April. Our compliments to Mr. Hinck on his double header. This leaves the following score in the Western Division: on the remaining cup still to be won.

### WESTERN DIVISION

April, 1922

J. H. Hinck, Jacksonville Branch, 2d Leg  
March, 1922

J. H. Hinck, Jacksonville Branch, 1st Leg  
February, 1922

C. V. Mills, Des Moines Branch, 2nd Leg  
January, 1922

C. V. Mills, Des Moines Branch, 1st Leg  
December, 1921

C. E. F. Russ, Portland, Ore., Branch,  
1st Leg  
November, 1921

G. L. Smith, Los Angeles Branch, 1st Leg

### Washington in First Place in Eastern Division

Harry D. Cashman, Manager of the Washington Office, who has been hugging the shore line near first place, jumped up from third position in March to the lead for April. Mr. Cashman deserves all praise for bringing his office in the winner.

## TRUE TALK FROM A TOP-NOTCHER

Sales Manager H. J. Closson is in receipt of the following letter from J. H. Kennedy, whose office was one of the Blue Banner quota winners for April. It contains a wonderful selling record:

"Permit me to say that I was very much impressed with the thought you so beautifully exemplified in the fifth paragraph of your letter with reference to how some men would like to be judged. Some of us managers and salesmen are so willing to submit to the various obstacles which confront us, thereby becoming stale and indifferent, and the results are, we are finally whipped, and left at the switch.

"I believe that the way to success means hard work, and work with a determination and success will surely follow. I believe if we will apply the 'Salesman's



Creed,' as put by Elbert Hubbard, we can all increase our efficiency, and deliver the 'blue vase.' Same reads, as follows:

**"The Salesman's Creed"**  
(By Elbert Hubbard)

"I believe in the goods I am selling, in the firm I am working for and my ability to get results. I believe that honest goods can be sold to honest men by honest methods. I believe in working, not waiting; in laughing, not weeping; in boosting, not knocking, and in the pleasure of selling goods. I believe that a man gets what he goes after, that one order today is worth two tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition. I believe there is an order somewhere for every man ready to take one. I BELIEVE I'M READY RIGHT NOW."

**LOS ANGELES AND SAN FRANCISCO IN DEAD HEAT!**

The contest between W. B. Larsen and G. L. Smith is becoming mighty interesting, as the following wire forcibly indicates:

May 4, 1922.

"H. J. Closson, Sales Manager,  
"Royal Typewriter Company.

"Los Angeles and San Francisco finished in dead heat for April. We are going to make G. L. Smith eat his words wired to you last month.

"W. B. LARSEN,

"Mgr., San Francisco Branch."

The "words" were: "We suggest boy page San Francisco. We doubt if San Francisco can be found."

Well, San Francisco was found and not found wanting!

Boy! Follow 'em both!

**CARBON PAPER SALES GAIN**

**March a Good Supply Month—The More Interest the More Business—Supply Sales Notes**

March Carbon Paper sales showed the best general results of any month's business since this line was stocked in the offices. Managers are appreciating more and more that there is good profit in carbon paper and that sales can be made, the same as with ribbons, at the time machines are sold or when salesmen are canvassing. Such sales aid in making profitable the calls where nothing definite results in the machine line. If ribbon or carbon paper orders can be taken the time spent is not wasted for the salesman or the company.

Ribbon and coupon book sales for March were the best, with one exception, for many months, indicating not only improving business conditions but more interest in supplies on the part of salesmen. More interest will mean still more business and more profit.

One of our managers, writing on work in the Supply Department, says: "I went out the other day with one of my salesmen and showed him how easy it is to obtain ribbon and carbon paper business following the demonstration of the machine. We are very enthusiastic about

This advertisement to appear in the following magazines:

Schedule  
American  
System

Issue  
July issue  
June issue

Appearance  
Date  
June 20  
June 1



**"Aggressive Office Executives**

—like yourself, Mr. Gray, are finding much of practical, dollars and cents interest in this Light-Running, Quiet-Running Royal.

"Here is a typewriter that offers you a key action and touch developed to the nth power of perfection. Together, this key action and touch make possible a new kind of typing speed—all day, untiring speed that doesn't tax the stenographer's endurance to anywhere near the limit. Speed, yes, but with accurate, clean presswork and with quietness; the speed of a sprinter, always under control, beautiful to watch—quietness with no sacrifice of efficiency, practical quietness.

"Even to the veteran stenographer, constant loud pounding becomes annoying and distracting toward the end of every day. This new Royal makes typing easier on the stenographer's nerves as well as her fingers.

"It is setting new standards of proficiency, beautiful typing and quietness everywhere that it has been installed. It is the answer to a growing and justified demand for more rapid typewriting, finer looking letters and less distraction."

Our fifty-six page book, "The Evolution of the Typewriter", beautifully illustrated in color, will be mailed free on request. Address Department "A".

ROYAL TYPEWRITER COMPANY, INC.  
364-366 Broadway, New York  
Branches and Agencies the World Over

"Compare the Work"



**LIGHT-RUNNING QUIET-RUNNING**

carbon paper sales, and following this demonstration the salesman in question in three days took orders for \$35.00 in carbon paper. The sale of supplies aids in the sale of machines."

On ribbon orders, one-half gross upward, sell the one-half and gross coupon books if possible, instead of the one dozen books. This will aid in accounting.

The new price authorized for ribbons or ribbon coupon books when purchased in two gross lots, should prove attractive

to many quantity buyers. This will place salesmen in position where they can more successfully compete for this class of business.

Use the rubber stamps referring to our coupon books on all invoices for less than one-half dozen ribbons, on statements and backs of envelopes. This advertising costs but a little time and helps to keep our users informed as to our ability to serve them.

Employment managers can influence much supply trade by carefully explain-

ing our line of ribbons and carbon papers to operators they place in position, and requesting their co-operation.

Basing figures on the greatest percentage of increase in ribbon and coupon book business over the average month of 1921, Los Angeles remains in first position and also holds first position on greatest percentage of increase on coupon book sales. Washington, on total business moved up from ninth to second place, Cleveland from sixth to third, Chicago from tenth to fourth, St. Louis from eleventh to fifth, and Cincinnati from eighteenth to sixth. Other offices improving positions were Hartford, Buffalo, Boston and Pittsburgh.

Among the branch offices, Indianapolis went into first place; Dayton jumped from 28th position in February to second; Jacksonville from fourteenth to third; Bridgeport from 23rd to fourth; Providence moved up one place; Worcester from 40th to sixth; Albany from 27th to ninth; and Fresno from thirteenth to tenth. Other branches showing gains in position were: Youngstown, Springfield, Ill., Milwaukee, Grand Rapids, Norfolk, Erie, Omaha, Toledo, Johnstown, Springfield, Mass., Allentown, Duluth and Evansville.

The offices reaching or exceeding their March quota for ribbons and coupon books were:

Akron	Grand Rapids
Albany	Harrisburg
Allentown	Indianapolis
Bangor	Jacksonville
Bridgeport	Kansas City
Chicago	Los Angeles
Davenport	Louisville
Dayton	Memphis
Denver	Milwaukee
Detroit	Providence
Evansville	Rochester
Fresno	Washington
	Youngstown

The following table shows the complete March standing of the District Branches (sales of branches included), based on the largest percentage of increase over the average monthly business of 1921:

Total Ribbon Sales	Total Coupon Book Sales
1—Los Angeles	1—Los Angeles
2—Washington	2—Washington
3—Cleveland	3—Chicago
4—Chicago	4—Cleveland
5—St. Louis	5—Kansas City
6—Cincinnati	6—Detroit
7—Hartford	7—St. Louis
8—Detroit	8—Baltimore
9—Buffalo	9—San Francisco
10—Kansas City	10—Buffalo
11—San Francisco	11—Cincinnati
12—Dallas	12—New York
13—Baltimore	13—Dallas
14—Boston	14—Boston
15—Philadelphia	15—Atlanta
16—Atlanta	16—Hartford
17—New York	17—Pittsburgh
18—Pittsburgh	18—Philadelphia
19—Minneapolis	19—Minneapolis
20—New Orleans	20—New Orleans

The following table shows the Branch Offices in the order of their total March ribbon sales, coupon books included:

1—Indianapolis	26—Richmond
2—Dayton	27—New Haven
3—Jacksonville	28—Erie
4—Bridgeport	29—Omaha
5—Providence	30—Portland, Ore.
6—Worcester	31—Toledo
7—Portland, Me.	32—Scranton
8—Denver	33—Birmingham
9—Albany	34—Johnstown
10—Fresno	35—Springfield, Mass.
11—Youngstown	36—Newark
12—Akron	37—Allentown
13—Louisville	38—Davenport
14—Bangor	39—Oakland
15—Rochester	40—Peoria
16—Springfield, Ill.	41—Waterbury
17—Milwaukee	42—Houston
18—Memphis	43—Rockford
19—Harrisburg	44—Reading
20—Columbus	45—San Antonio
21—Grand Rapids	46—Duluth
22—Des Moines	47—Evansville
23—Norfolk	48—Charleston
24—Seattle	49—Little Rock
25—St. Paul	50—South Bend



# THE QUEEN OF QUEENS AND THE "ROYAL"

For centuries past a Fete Committee has existed in Paris composed of aldermen of different wards. The city of Paris is divided into twenty different wards each of which has its own city hall and mayor, also corporation and aldermen, all being under the direct control of the city of Paris and Chief Mayor.

The committee organizes various fetes, celebrations, parades, etc. The biggest holiday in which the city of Paris participates is the Mid-Lent (Mi-Careme) carnival.

An enormous and imposing parade is arranged. Large sums of money are spent by business firms in fitting up beautifully decorated chars or floats to be used in this parade by way of advertisement. Besides the permission granted to business firms to participate in the parade, which otherwise is considered a strictly municipal fete, the city of Paris spends a large sum of money in fitting up a special float to represent the city for the use of the Queens.

From the twenty queens a vote is taken and from them is selected the Queen of Queens. Each ward queen is presented with a robe of honor, or court robe, which she wears when taking part in the procession of Mi-Careme.

The robe for the Queen of Queens, which is worth about 10,000 francs (about \$900) and becomes her own property, is this year being presented by Le Printemps, a large store somewhat like Wanamaker's.



Crowd Viewing Pictures of Queen of Queens 1921 and 1922 and the Two Royal Typewriters Exhibited in Photographers Window



Close-up View of Exhibit in Window



Mlle. Germaine Buchet, Queen of Queens of the City of Paris, 1922. Mlle. Buchet Says: "Queens of Queens Are Using the Queen of Machines, the 'Royal.'"

In addition to the robe the daily newspaper, "Le Journal," is presenting to her a sum of 20,000 francs (about \$1,820), while another periodical "La Liberté," is offering her household furniture, amounting to 10,000 francs (about \$900). Other presents offered her by various jewellers, shoemakers, milliners, etc., are considered to be equal to about 30,000 francs (about \$2,700).

The honor of being Queen of Queens for 1922 went to Mademoiselle Germaine Buchet. The magnificent procession, which this year took place on March 23rd, started from one end of Paris from the Eiffel Tower over a route covering nearly all the districts of Paris. On the way, the procession made a halt, while the President of the Republic and the French government received officially the Queen of Queens and a present of jewelry was made to her by the President. Following the procession's termination a banquet and dance ended this great day in Paris.

However, this Mi-Careme festival is not merely a holiday, but also presents in its manifestation a phase

of the working side of Paris life. These Queens are chosen upon various merits, chief among them being the fact that they are working girls, often in their own person being the main support of their family and therefore exhibiting special qualities worthy of regard.

(Continued on next page)



Mlle. Yvonne Beclu, Queen of Queens of the City of Paris, 1921. Mlle. Beclu Says: "The Royal Machine Is the Queen of Machines and the Machine of Queens"



## THE QUEEN OF QUEENS AND THE "ROYAL"

(Continued from preceding page)

### Queen of Queens a Typist and Stenographer

It is interesting to note that in this year's election six queens out of the twenty chosen are typists and stenographers, the remaining being milliners, dressmakers, shop clerks, etc. It is still more remarkable that the Queen of Queens is a typist and stenographer.

J. H. Davis, of J. H. Davis & Cie, our enterprising representatives in France, offered to the Queen of Queens Mademoiselle Germaine Buchet, a white enamel Royal typewriter as a present. In addition he offered to the Queen of Queens of last year, Mademoiselle Yvonne Beclu, who will remain the Dowager Queen and who is also a typist and stenographer, a regular model No. 10. Mr. Davis also exhibited the pictures of the two Queens

in the official program printed by the city of Paris and also made arrangements with the Pathé Weekly to have the film showing the two Queens appear with their Royal machines in more than 1,350 moving pictures theatres.

We show herewith a picture of the Queen of Queens for 1922 and also the Queen for 1921; an exterior view of the window of a prominent photographer, who kindly loaned his store-window to exhibit the pictures and the Royal machines from the fifteenth of March to the fifteenth of April. We are also showing a close up of this display.

We raise our hats to the Queen of Queens and the Dowager Queen and to Mr. Davis's good judgment in presenting to each of these charming ladies a Royal typewriter.

## CEYLON

Those who have visited Ceylon, that busy little island off the coast of India, will instantly recall the firm of Brown & Company, Ltd., in Colombo, because of their well-deserved reputation, their pro-

manner in which they keep the Royal typewriter before the attention of their customers in their sales office at Chatham street.

The number of Royal typewriters they



No. 1

gressiveness, and the thoroughness with which their organization covers the territory.

Photograph No. 1 shows the attractive

use in their Billing Department, as can be seen from Cut 2, vividly indicates the volume of the business carried on by them.



No. 2

## BERLIN CONVENTION

The Convention held at the Hotel Excelsior, Berlin, on April 9 to 13, had an immediate and real value to those dealers who were fortunate enough to be able to attend it. Those who were

their mutual problems. The result of these conferences was that a number of constructive suggestions were submitted to Mr. T. T. Malleon to be forwarded on to New York, and these are receiving the



present are shown in the photograph (below) and reading from left to right are: Mr. Walter Banzhaf, Sweden; Mr. A. R. Leszczynski, Poland; Mr. T. T. Malleon, Export Manager; Mr. M. Nissen Lie, Norway; Mr. Max Bodenhoff, Denmark; Mr. Josef Foist, Czechoslovakia, and Mr. Theo. Muggli, Switzerland.

Mr. Hans Stielow who is to be associated with Mr. Muggli in handling Germany for the Royal was present at the Convention but unfortunately was absent when the picture was taken.

The first two days were given over entirely to personal discussions between the dealers themselves in connection with

careful consideration of the officials of the Royal Typewriter Organization.

The advantage of having the experienced judgment of such thoroughly trained men as were present at this Convention brought to bear on problems which effect the development of the Royal business in general cannot be over-estimated.

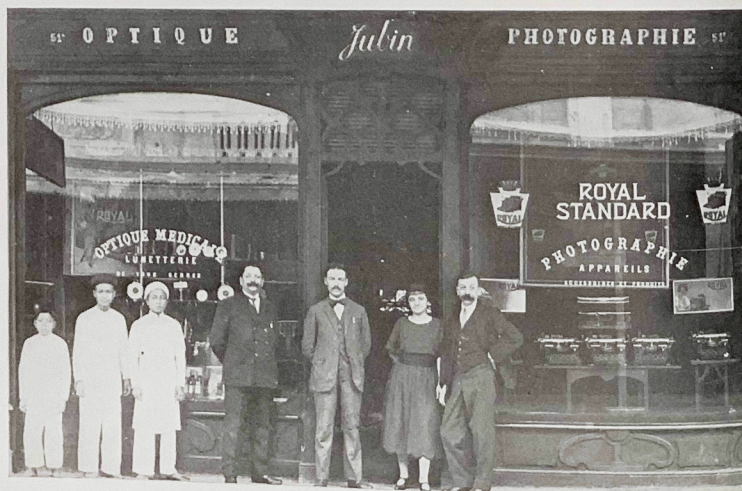
The Royal Typewriter Company is proud of the caliber of the men with whom it is associated in the development of its business in distant lands. The gentlemen whose pictures accompany this article represent perfectly the qualities of mental alertness, energy and vision which are building such a strong foundation for the Royal business abroad.

## FRENCH INDO-CHINA

The splendid showing made in the French-Indo-China territory by Mr. Leon Jubin, our dealer there, is convincing evidence of the fact that persistent, intelligent, personal efforts can be made to

tion of leadership, and we are confident that it will remain there because of the solid foundation on which the business is built.

Mr. and Mrs. Jubin are shown at the extreme right of the photograph (above-



develop a satisfactory volume of business in spite of apparent handicaps.

When Mr. Jubin took over the dealership in 1916 the Royal Typewriter was not well-known in that country. Through his determined efforts, however, the Royal has now reached an enviable posi-

below) of his staff. This picture was taken outside of his headquarters in Hanoi.

The window exhibit of Royal typewriters is noticeably attractive, and is further evidence of Mr. Jubin's good judgment.



## GREAT OAKS FROM LITTLE ACORNS GROW

From this small office space in the corner of a photographer's studio to the ownership of two large and successful and with the business efficiently organized and on a sound basis, prospects for a very bright future are clearly indicated. Very



Where Mr. E. T. Chambers Started Sixteen Years Ago in a Small Corner of a Photographer's Studio

stores in the same city was a long row to hoe, but that is what Mr. E. T. Chambers, Royal Dealer at Jackson, Mississippi, has accomplished since he located in Jackson sixteen years ago.

Under the name of the Chambers Office Supply Company (Mrs. Chambers is the "Company") Mr. Chambers began with the agency for a now obsolete typewriter, enlarging the business steadily to include second-hand machines and later ribbons, carbon and stationery. In October, 1918, he opened a second store in Jackson, both shops now running in full swing and doing an excellent business, a feature of which is a stationery contract for the local municipal business in school books and supplies. A line of athletic goods was also added to their other merchandise recently.

When, a little more than a year ago,



E. T. Chambers



The Chambers Office Supply Company of Today—Their Uptown Store No. 2, Jackson, Miss.

the Chambers Office Supply Company entered into a contract for the exclusive representation of the Royal in practically the entire State of Mississippi, the organization was able as a result of Mr. Chambers' long experience and established reputation to take hold promptly, and their work ever since has confirmed our confidence that the Royal is in very able hands in that state.

The energy and capable management of those connected with the company have carried them over many apparently insurmountable obstacles in the territory,

recently Mr. Chambers was elected Vice-President of the Southern Division of the National Association of Stationers and Manufacturers, an added assurance that the Royal is in the care of the right dealer in Mississippi.

In submitting some of these details for Royal Standard readers, Mrs. Chambers modestly omitted any information concerning her own efforts toward the success of the company, which information has, however, been supplied by our Mr. Milstead who visited Jackson recently. Mrs. Chambers has charge of the office

and store management, and a large measure of their success is due to her judgment in buying and careful adjustment of overhead expense.

It is our prediction that the limit of accomplishment for the Chambers Office

Supply Company is far off, in view of the combination of Mr. E. T. Chambers' selling ability, Mrs. Chambers' business management, and their capable and well organized sales staff for both store and road work.

## "THE TYPEWRITER EXCHANGE ON WHEELS"

That is the apt slogan by which the Boulder, Colorado, Typewriter Exchange, Mr. John W. Fogg, manager, announces their Royal dealership for the Northeastern Colorado territory, and the slogan describes their methods very literally. A large portion of the business of the Exchange is transacted out of the city, and Mr. Fogg and his men have five

ten years ago as a field salesman. In 1917 he quit the road to devote all of his time to the business of the Royal dealership as manager of the Boulder Typewriter Exchange, which he had acquired some years before and had previously operated as a second-hand typewriter exchange and repair shop.

Wartime activities gave the business a tremendous impetus, and Mr. Fogg, with his father and four able salesmen of long connection with the Exchange, has been successful in maintaining the pace thus set and increasing the business from year to year. At present they handle a number of office specialties, but the Royal has always held first place in their affections and efforts. The general slump of last year did very little damage to the Boulder Typewriter Exchange, and they came through even that trying period with a profit.

The picture of their store front shows up the window display very clearly, and the interior photograph will give an idea



J. W. Fogg

cars altogether on the road most of the time.

We are promised a picture of their up-to-date service truck in the near future (it was tied up by wet weather somewhere in the wilds when the other photographs were sent in). This plan of a typewriter service shop on wheels is ideal for the country territory, as the truck carries a stock of tools, parts and supplies as well as Royals, making it a simpler matter to sell the trade just what is



E. G. Hopper



wanted, deliver on the spot, pick up a trade-in and close the deal without delay. It has proven invaluable, too, in helping to make up the mind of a wavering prospect, and in anticipating the hundred and one doubts which might occur between order and delivery dates.

Mr. John W. Fogg himself is "truly Royal," having joined the Royal forces

of the completeness of their stock. Likenesses of Mr. John W. Fogg and Mr. E. G. Hopper, accompany the other photographs, Mr. Hopper having been in the Exchange's road force for four years.

When the interior picture was taken, Mr. Fogg was in the act of trading out a ——— Portable for a Royal, but he states that the customer ducked out of



## TYPEWRITER EXCHANGE ON WHEELS—(Continued)

sight when the photographer appeared. Mr. Fogg leans proprietarily over his showcase; standing beside him is one of his road salesmen, and the third gentleman is Mr. Applegreen, repairman.

The Boulder Typewriter Exchange owes a large measure of its recent success to its enterprise in installing motor car service; five cars constantly going the rounds make it possible to work country territory regularly every two weeks in most sections, and to place machines on trial, a method heretofore found impracticable because of the inaccessibility of outlying districts and the necessarily long intervals between visits.

May the next ten years prove as fruitful as the last to these energetic and loyal Royal dealers.



## CRITERIONS OF PERFECT PRESSWORK

Royal Typewriter and printing press, the two media most essential to the making of books! The Globe Book Store of Morristown, Tennessee, has, very consistently, reentered the typewriter field as a direct dealer for the Royal in addition to their book line, which has during the past few years grown into the biggest library business of its kind south of Chicago.

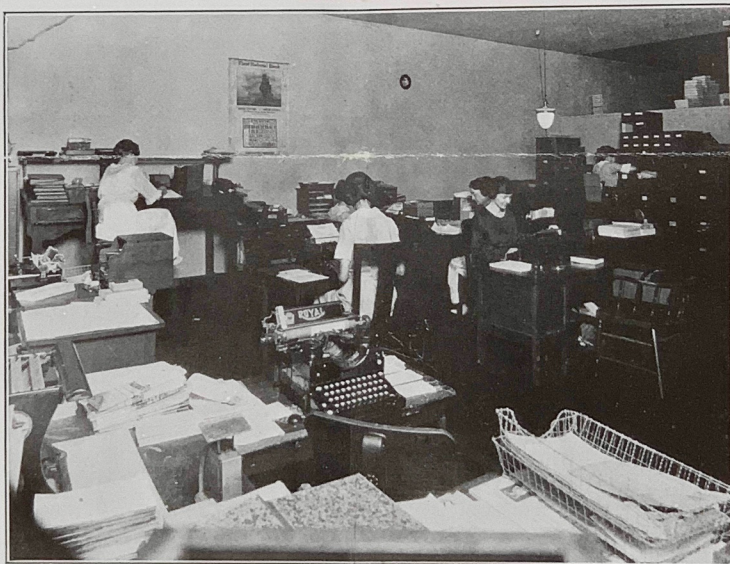
This firmly established and widely known house has sold a number of Royals in the past, both under direct and sub-agency arrangements; from previous experience and with the knowledge of their reputation gained in the business of book selling, we feel certain that the Globe's aggressiveness and careful attention to the boasted service feature of the business will make themselves felt in a Royal way in the very near future.

A photograph of their well equipped order room is reproduced herewith from their catalogue, which also contains pictures of their vast shelves of book stock. These pictures give us some idea of the

magnitude of their activities, and the Globe's typewriter men are now working strenuously to place their Royal business on a level with their book sales.

We are glad to welcome the Globe

Book Store back into the Royal organization, and to extend to them congratulations on the success of their efforts in the past as well as best wishes for a brilliant future.



## ROYAL AGAIN WINS IN COMPETITION

The Joplin Typewriter Exchange, Mr. Frank H. Fogg, manager, occupies this attractive modern store at Joplin, Missouri, from which Mr. Fogg's Royal activities radiate over a large portion of Western Missouri.

This dealership has represented the Royal in that territory for some time, and Mr. Fogg recently secured an order for a number of Royals from an important corporation at Carthage, Missouri, in which he won out over the competition of all other typewriters.

We congratulate Mr. Fogg on this good work, and wish him equal success in his future undertakings.



## APRIL ROLL OF HONOR

We are pleased to note each month the addition of new names to the Roll of Honor, indicating the constant rivalry of our dealers for positions on this list of "Go-Getters."

April orders went March one better, and the volume of May sales, if the pace of the first few days is any kind of an omen, will leave the earlier months of the year far behind.

Let's keep up the good work!



S. K. Hartsock

No. 1  
**GRAHAM & WELLS**  
Corvallis, Ore.



C. J. Mosher

No. 2  
**C. J. MOSHER CO.**  
Lincoln, Neb.



H. S. Storr

No. 3  
**H. S. STORR CO.,**  
Raleigh, N. C.



F. H. Fogg

No. 4  
**JOPLIN TYPEWRITER EXCHANGE**  
Joplin, Mo.



J. F. Crouch

No. 5  
**LORD-HANSEN COMPANY**  
Eureka, Cal.



W.D. Banghart

No. 6  
**J. F. CROUCH & COMPANY**  
Temple, Texas



F. L. Kershaw

No. 7  
**CALHOUN OFFICE SUPPLY CO.,**  
Spartanburg, S. C.



F. L. Patty

No. 8  
**TYPORIUM**  
West Palm Beach, Florida



F. L. Patty

No. 9  
**WESTERN TYPEWRITER COMPANY**  
Spokane, Wash.



F. L. Patty

No. 10  
**F. L. PATTY**  
Austin, Texas

It is not the accurate people who are always accurate; it is the inaccurate people on their guard.—W. L. George.

Breathe hard, play hard, rest hard, work hard. Up, and at it, no matter what it is.—Theodore Roosevelt.

Remember the steam kettle—though up to its neck in hot water it continues to sing.

It requires nice stepping for those who walk together to avoid jostling one another.—G. Dillwyn.

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**"NO IDLE ROYALS"****Rentals a Big Feeder for New Machine Business—Good Machines and Service Count**

The New York City Rental department makes diligent effort through service and courtesy in handling rental customers, to build up such an interest in the Royal machine that many rentals, sooner or later, will be replaced with new machines. During April this effort was successful to the extent of thirty-six new machines. This proves that rental customers were not only satisfied with their Royal rentals, but that the Royal on rent is its own best advertisement.

Salesmen, rent if you cannot sell! Get out on rent all the Royals possible in your territory. They will sell new machines for you.

The quota winners for April were Cleveland, Indianapolis, New York City, San Antonio and Toledo. Cleveland passed Philadelphia and now stands seventh in the total number of rental machines out. Baltimore went ahead of Minneapolis and Pittsburgh nosed Dayton out of thirteenth place. Buffalo moved up from 20th to 15th place; Oakland from 21st to 17th; Worcester from 23rd to 20th. Other offices improving their positions were Columbus, Omaha, Fresno, Indianapolis, Toledo, Davenport, New Orleans, Grand Rapids, San Antonio, Akron, St. Paul, Memphis, Newark, Bridgeport, Little Rock, Jacksonville, Birmingham, Charleston, New Haven, Allentown, Youngstown, Waterbury and Peoria.

The standing of the offices, both District Branches and Branch offices, in the order of the number of rentals out at the close of April, was as follows:

- |                      |                       |
|----------------------|-----------------------|
| 1—New York City      | 36—New Orleans        |
| 2—Chicago            | 37—Rochester          |
| 3—Boston             | 38—Grand Rapids       |
| 4—St. Louis          | 39—San Antonio        |
| 5—Kansas City        | 40—Akron              |
| 6—Detroit            | 41—Hartford           |
| 7—Cleveland          | 42—St. Paul           |
| 8—Philadelphia       | 43—Memphis            |
| 9—Baltimore          | 44—Newark             |
| 10—Minneapolis       | 45—South Bend         |
| 11—Dallas            | 46—Denver             |
| 12—Washington        | 47—Bridgeport         |
| 13—Pittsburgh        | 48—Little Rock        |
| 14—Dayton            | 49—Jacksonville       |
| 15—Buffalo           | 50—Birmingham         |
| 16—Louisville        | 51—Portland, Ore.     |
| 17—Oakland           | 52—Charleston         |
| 18—Los Angeles       | 53—Richmond           |
| 19—San Francisco     | 54—Albany             |
| 20—Worcester         | 55—Scranton           |
| 21—Des Moines        | 56—New Haven          |
| 22—Columbus          | 57—Erie               |
| 23—Omaha             | 58—Norfolk            |
| 24—Fresno            | 59—Allentown          |
| 25—Cincinnati        | 60—Youngstown         |
| 26—Indianapolis      | 61—Evansville         |
| 27—Seattle           | 62—Duluth             |
| 28—Toledo            | 63—Portland, Me.      |
| 29—Harrisburg        | 64—Springfield, Mass. |
| 30—Milwaukee         | 65—Johnstown          |
| 31—Springfield, Ill. | 66—Waterbury          |
| 32—Houston           | 67—Peoria             |
| 33—Bangor            | 68—Providence         |
| 34—Davenport         | 69—Fort Wayne         |
| 35—Atlanta           | 70—Rockford           |
|                      | 71—Reading            |

**DON'T GROUCH!**

Smash a window or a chair or take a cold plunge—anything to get it over with.—Trotty Veck.

The crane that waited for the sea to sink,

And leave dried fish to feed him,  
Died, I think.—Selected.

So long as your conscience isn't ashamed to acknowledge you as a friend, don't you give a rap for your enemies.—Herbert Kaufmann.

This advertisement to appear in the following magazines:

Schedule	Issue	Appearance Date
Saturday Evening Post	June 10	June 8
Literary Digest	June 24	June 23
Nation's Business	July issue	June 25

**Communication!**

THE manufacturers of the new Light-Running, Quiet-Running Royal believe they have achieved in it the ultimate design of typewriter; the final word in simplicity, balance, strength, practical quietness and speed. And the gratifying results it is giving today in hundreds of progressively managed offices more than justify this belief.

Communication is one of the two great agencies that have made mighty nations out of struggling colonies and transformed lone trading posts into bustling centers of commerce. And how vital a factor in modern systems of communication is the typewriter! It actually prepares the majority of business messages and authenticates most of the others—"confirmation to follow".

No miraculous invention made this new Royal possible. It is simply the result of a long, undiverted quest for the one typewriter—without complicating embellishments—that would so nearly approach perfection as to stand unequalled for years to come and probably never be surpassed.

The Light-Running, Quiet-Running Royal is the typewriter of the future available today!

Our fifty-six page book, "The Evolution of the Typewriter", beautifully illustrated in color, will be mailed free on request. Address Department S.

ROYAL TYPEWRITER COMPANY, INC.  
364-366 Broadway, New York  
Branches and Agencies the World Over

"Compare the Work"

LIGHT-RUNNING QUIET-RUNNING

**ROYAL**

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a square deal and beat him out on your merits.—W. H. Cottingham.

They have a right to censure that have a heart to help.—Wm. Penn.

**SERVICE DEPARTMENT CONTEST FOR MARCH****Branches in Division No. 1****Boston on Top Again**

The Boston office is again on top in the Service Department Contest for the month of March, coming up from fourth place for the month of February. This branch has the reputation of not being satisfied with any position but first and Mr. H. E. Johnson, foreman, is to be congratulated on having brought it back to home plate.

New Orleans came in second, having held fourteenth position for January and February.

Detroit came in third.

Mr. A. N. Pintado, foreman of the New Orleans office, and Mr. J. N. Bloxton, foreman of Detroit, are to be congratulated.

Below is a list showing the standing of the various offices:

- |                  |                  |
|------------------|------------------|
| 1—Boston***      | 11—Pittsburgh*** |
| 2—New Orleans*   | 12—Baltimore**   |
| 3—Detroit**      | 13—Hartford*     |
| 4—Kansas City*** | 14—St. Louis*    |
| 5—Chicago***     | 15—Washington**  |
| 6—Cincinnati***  | 16—Buffalo**     |
| 7—Philadelphia** | 17—San Francisco |
| 8—Cleveland***   | 18—Dallas        |
| 9—New York*      | 19—Los Angeles   |
| 10—Minneapolis** | 20—Atlanta*      |

**STANDING OF BRANCHES IN DIVISION No. 2****Providence in First Place for March**

The Providence office came up to first place for the month of March, and is to be complimented, having come up from thirty-eighth place in January to second in February, and finally topping the list. Mr. J. McPherson, foreman, is to be congratulated on this fine showing.

Columbus came in second.

Newark came up from twentieth position in February to third for March.

Mr. J. Wolfe, foreman of the Columbus office, and Mr. J. Veltman, foreman of Newark, are to be congratulated.

Below is a list showing the standing of the various offices:

- |                   |                       |
|-------------------|-----------------------|
| 1—Providence**    | 26—Oakland**          |
| 2—Columbus***     | 27—Seattle            |
| 3—Newark*         | 28—Richmond*          |
| 4—Louisville***   | 29—Springfield, Ill.  |
| 5—Omaha***        | 30—Erie*              |
| 6—Memphis**       | 31—Davenport          |
| 7—Portland, Me.** | 32—Des Moines         |
| 8—Harrisburg***   | 33—Duluth             |
| 9—Albany*         | 34—San Antonio        |
| 10—Youngstown*    | 35—Reading            |
| 11—Peoria*        | 36—Norfolk            |
| 12—New Haven*     | 37—Birmingham**       |
| 13—St. Paul*      | 38—Akron*             |
| 14—Dayton**       | 39—Denver             |
| 15—Bridgeport*    | 40—Rochester          |
| 16—Bangor*        | 41—Little Rock        |
| 17—Waterbury      | 42—Milwaukee          |
| 18—Fresno**       | 43—South Bend         |
| 19—Indianapolis*  | 44—Toledo             |
| 20—Johnstown**    | 45—Springfield, Mass. |
| 21—Rockford       | 46—Portland, Ore.     |
| 22—Saginaw***     | 47—Houston            |
| 23—Scranton       | 48—Allentown          |
| 24—Charleston**   | 49—Grand Rapids       |
| 25—Jacksonville   | 50—Kalamazoo          |
|                   | 51—Evansville         |

"To Increase Nets—Increase Earnings."

Ever notice that a rich man will think he cannot afford luxuries which a poor man will buy? That's why he is rich.—Selected.

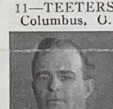
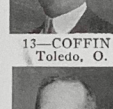
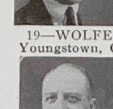
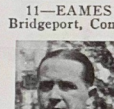
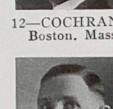
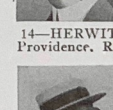
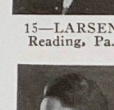
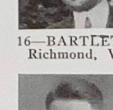
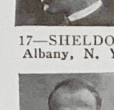
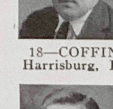
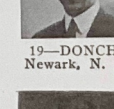
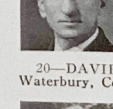
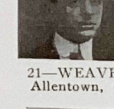


WESTERN  
DIVISION1—HINCK  
Jacksonville, Fla.MONTHLY SALES  
MANAGERS, MONTH

## CENTRAL

H. P. SUTTON  
Assistant Sales Man-  
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leading divisionSTANDING OF  
OF APRIL, 1922

## DIVISION

EASTERN  
DIVISION1—CASHMAN  
Washington, D. C.2—KENNEDY  
Dallas, Texas3—STEVENSON  
Springfield, Ill.4—BOULWARE  
Kansas City, Mo.5—COQUILLE  
New Orleans, La.6—SMITH  
Los Angeles, Cal.7—RALLS  
St. Louis, Mo.8—SYKES  
Houston, Texas9—WHITE  
Omaha, Neb.10—STANGER  
Minneapolis, Minn.11—RUSS  
Portland, Ore.12—JONES  
St. Paul, Minn.13—LARSEN  
San Francisco, Cal.14—MANN  
Atlanta, Ga.15—SALBACH  
Oakland, Cal.16—BECKNELL  
Denver, Colo.17—MILLS  
Des Moines, Ia.18—DEVIN  
Fresno, Cal.19—RIDDLE  
Memphis, Tenn.20—WHEATON  
Seattle, Wash.21—HOLLAND  
Little Rock, Ark.22—McADAMS  
Birmingham, Ala.23—REED  
San Antonio, Tex.24—WILLIAMS  
Duluth, Minn.2—PARTEE  
Peoria, Ill.1—WILSON  
South Bend, Ind.3—WELLMAN  
Louisville, Ky.4—TEER  
Indianapolis, Ind.5—GALLUP  
Buffalo, N. Y.6—ALKIRE  
Chicago, Ill.7—FLAGG  
Rockford, Ill.8—HOUSE  
Erie, Pa.9—HANCOCK  
Cleveland, O.10—FULLER  
Detroit, Mich.11—TEETERS  
Columbus, O.12—FERRIS  
Akron, O.13—COFFIN  
Toledo, O.14—KINNAMON  
Cincinnati, O.15—GILMORE  
Dayton, O.16—MILLER  
Pittsburgh, Pa.17—HUMPHREYS  
Johnstown, Pa.18—DE WITT  
Evansville, Ind.19—WOLFE  
Youngstown, O.20—MULLIGAN  
Grand Rapids, Mich.21—LINES  
Milwaukee, Wis.22—WARD  
Charleston, W. Va.23—LAWLESS  
Davenport, Ia.24—MACHLIN  
Ft. Wayne, Ind.2—BEHAN  
Springfield, Mass.3—AYRES  
Portland, Me.4—DODGE  
Baltimore, Md.5—ALEXANDER  
Rochester, N. Y.6—DUNN  
Philadelphia, Pa.7—SMITH  
Worcester, Mass.8—ALLINGHAM  
New York City9—BRANERD  
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Bangor, Me.11—EAMES  
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Boston, Mass.13—JANSWICK  
New Haven, Conn.14—HERWITZ  
Providence, R. I.15—LARSEN  
Reading, Pa.16—BARTLETT  
Richmond, Va.17—SHELDON  
Albany, N. Y.18—COFFIN  
Harrisburg, Pa.19—DONCH  
Newark, N. J.20—DAVIE  
Waterbury, Conn.21—WEAVER  
Allentown, Pa.22—ALLINGHAM  
Norfolk, Va.23—MAURER  
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